

O I P E
NOV 22 2004
PATENT & TRADEMARK OFFICE
95

PHLY-24,733

REPLACEMENT
SHEET

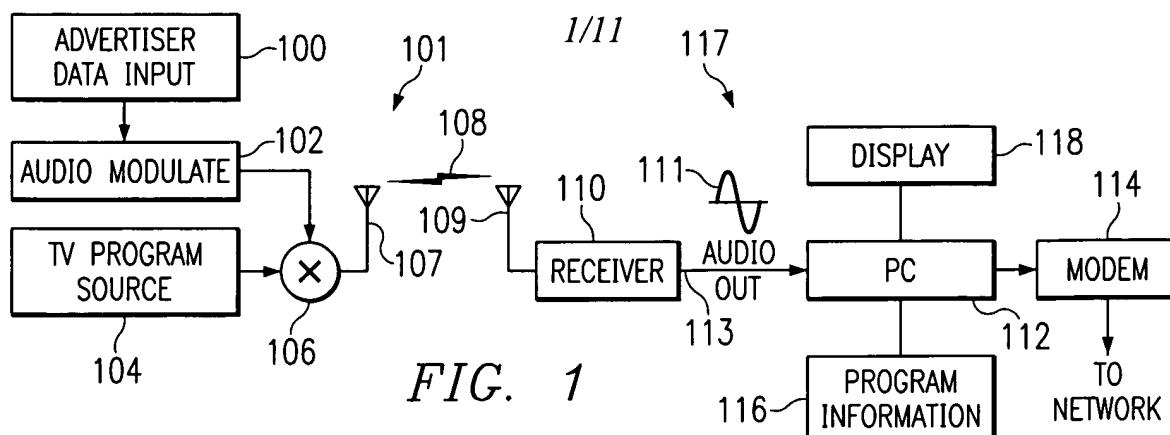


FIG. 1

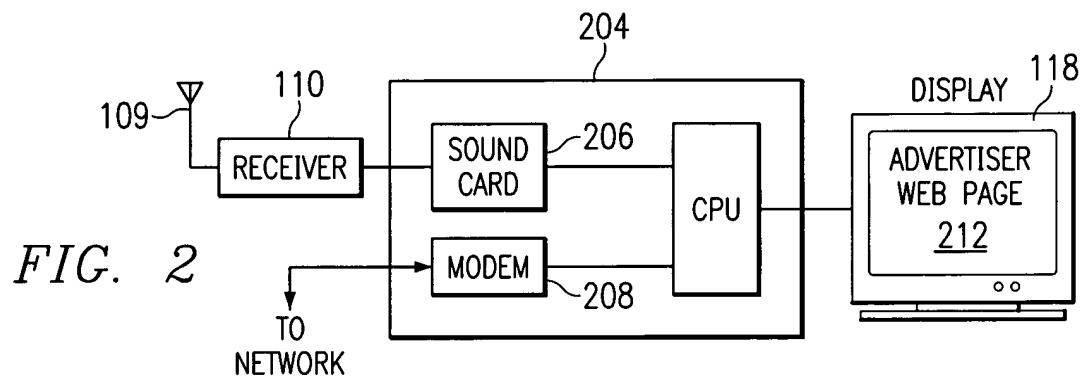


FIG. 2

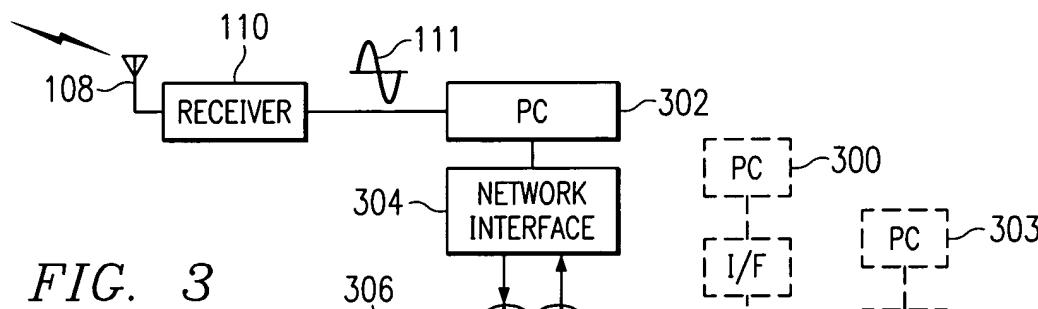
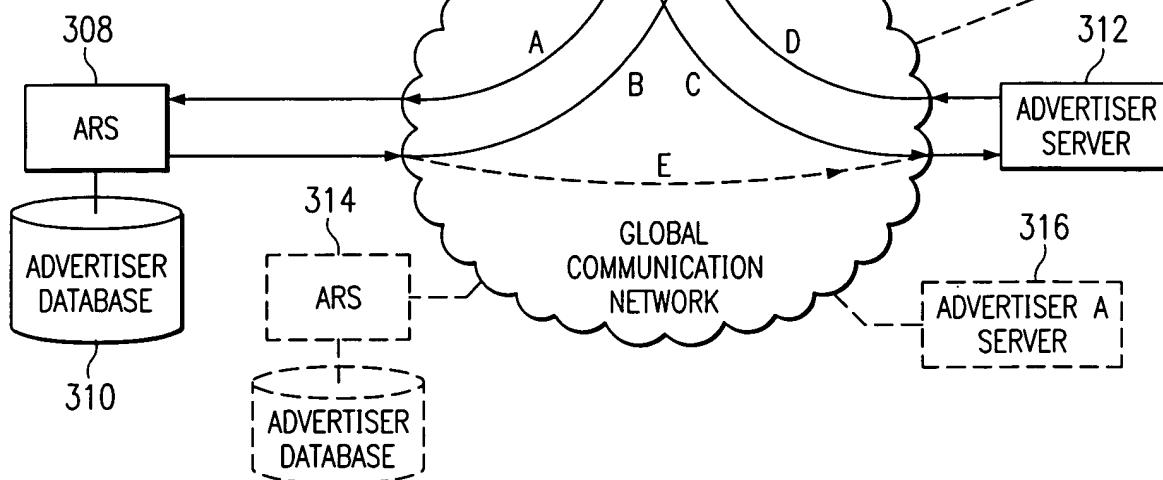


FIG. 3





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PATH A: SOURCE TO ARS

400~	URL OF ARS	ADVERTISER PRODUCT CODE	URL OF SOURCE
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FIG. 4a

PATH B: ARS TO SOURCE

402~	URL OF SOURCE	URL OF ADVERTISER	URL OF ARS
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FIG. 4b

PATH C: SOURCE TO ADVERTISER

404~	URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE
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FIG. 4c

PATH D: ADVERTISER TO SOURCE

406~	URL OF SOURCE	REQUESTED INFORMATION	URL OF ADVERTISER
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FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

408~	URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE
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FIG. 4e

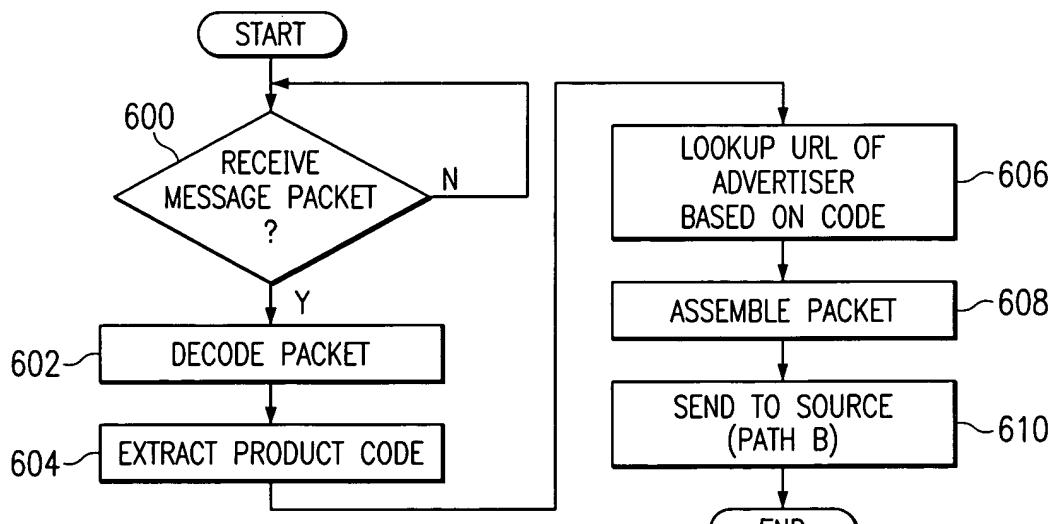
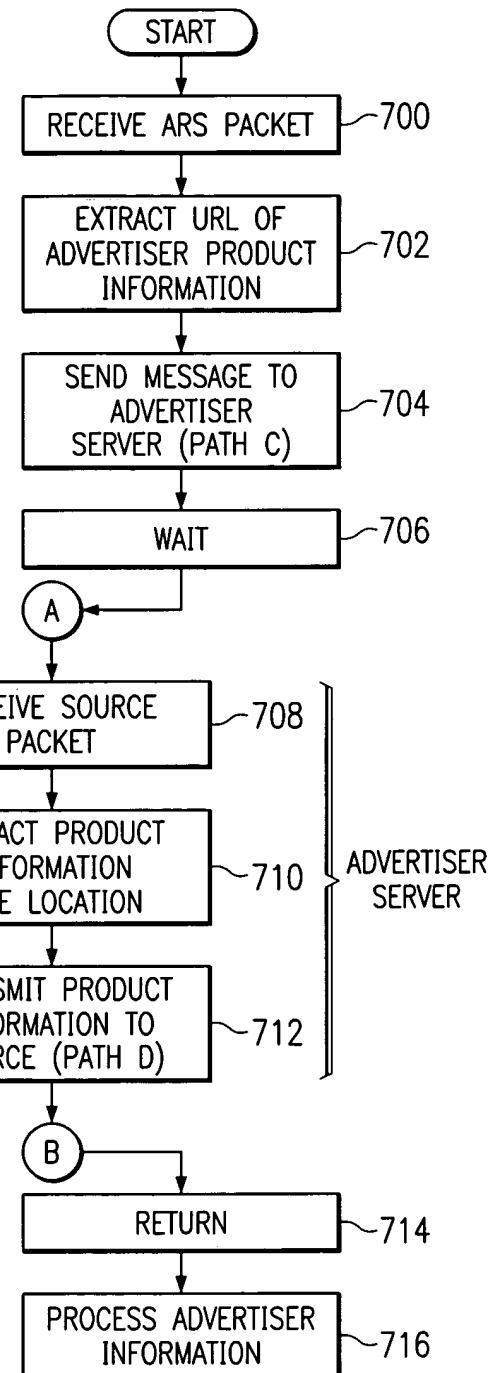
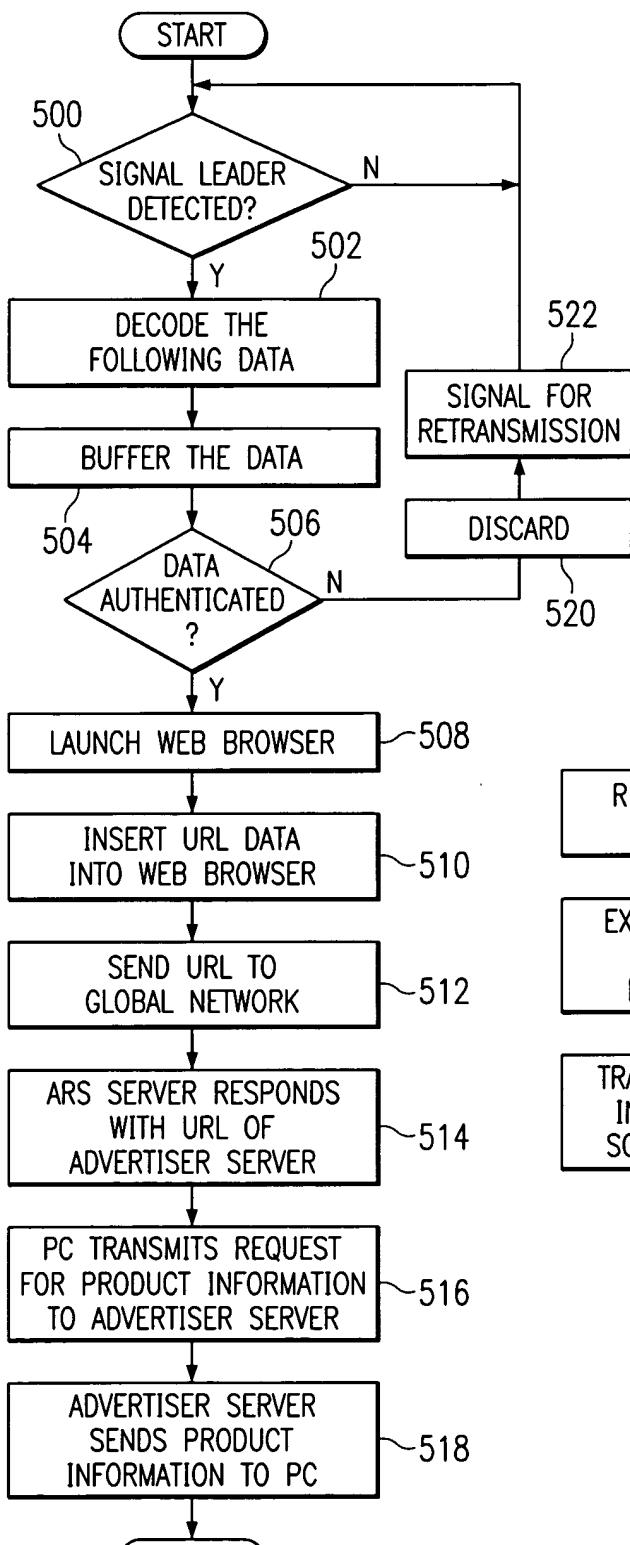


FIG. 6

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DISPLAY

FIG. 8

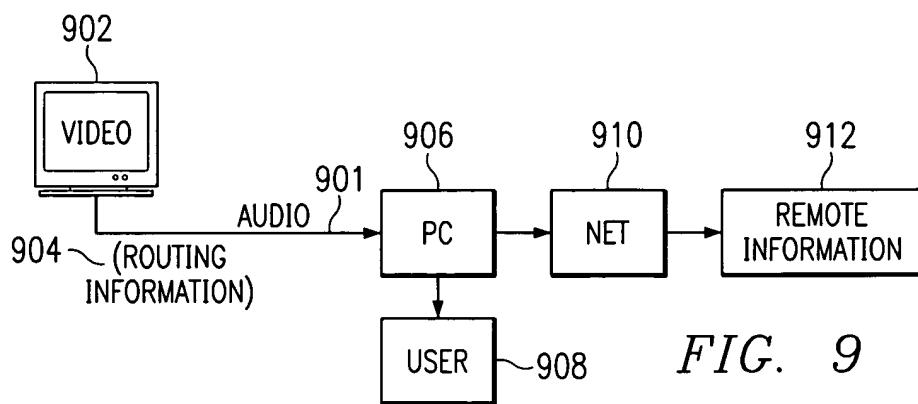
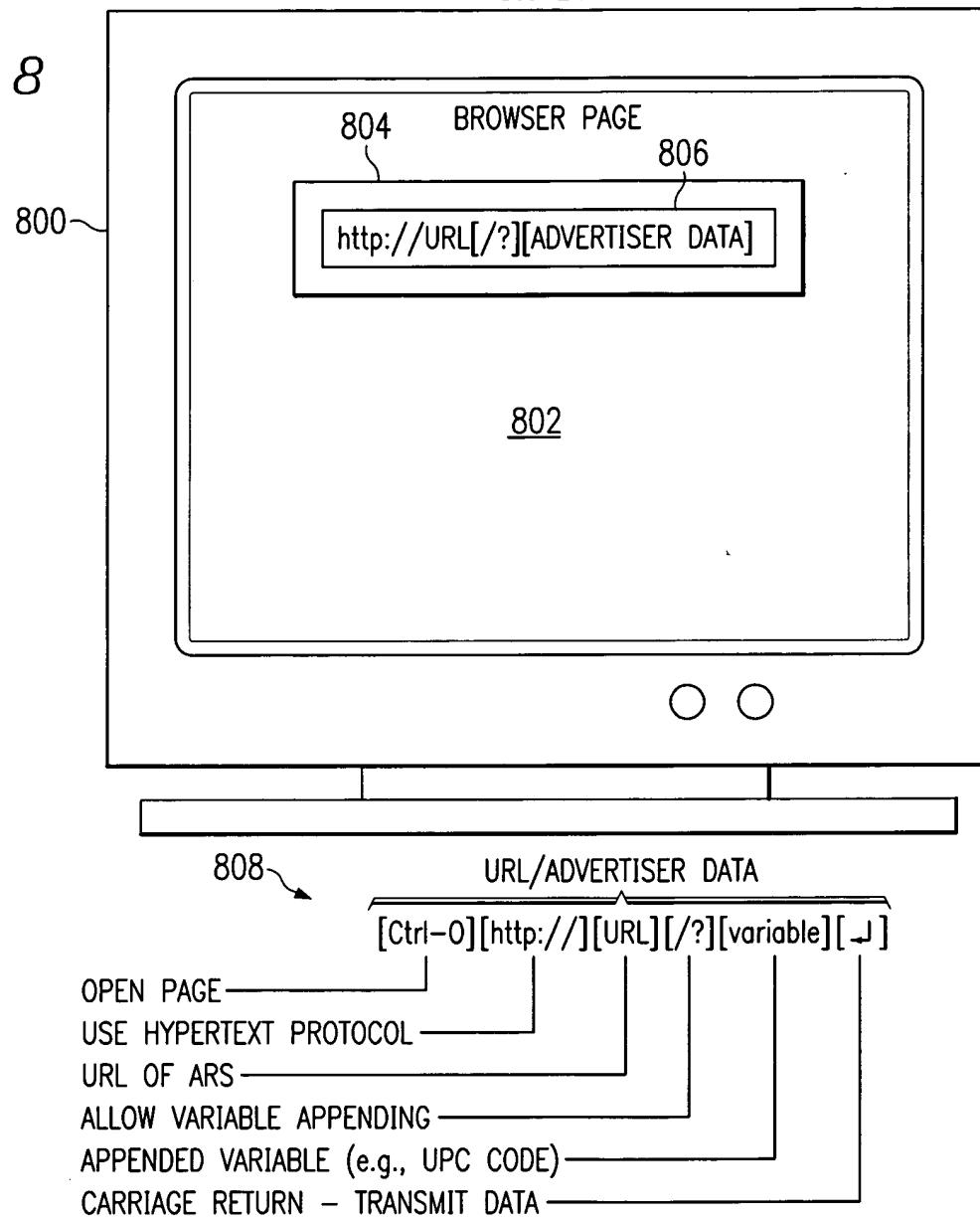
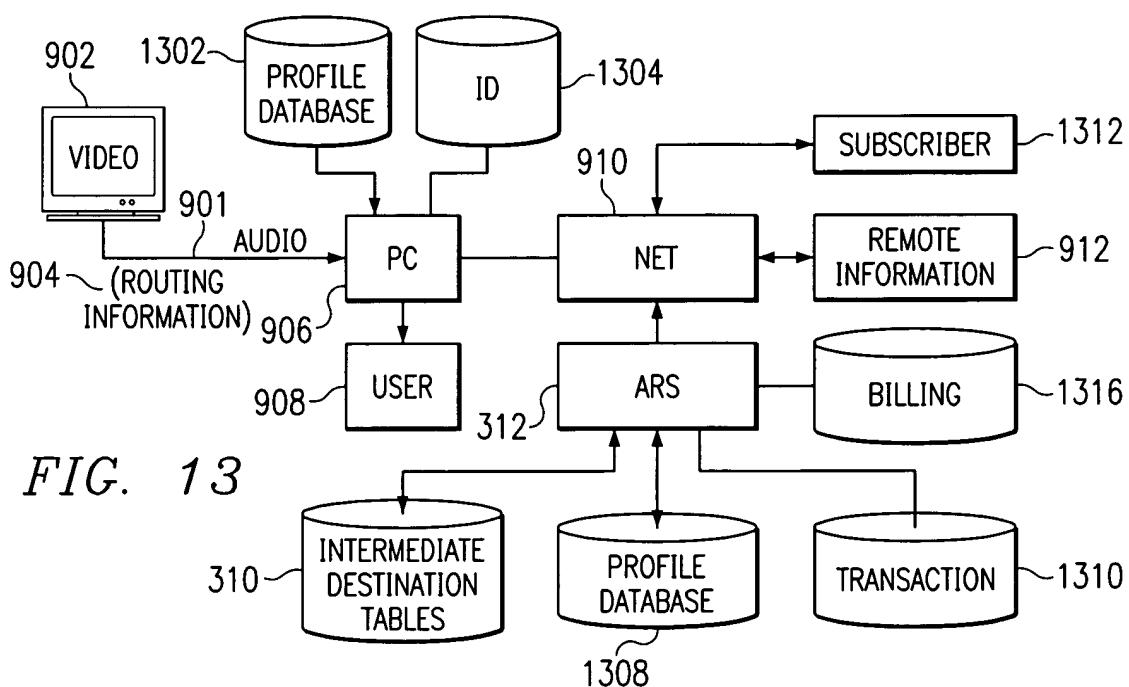
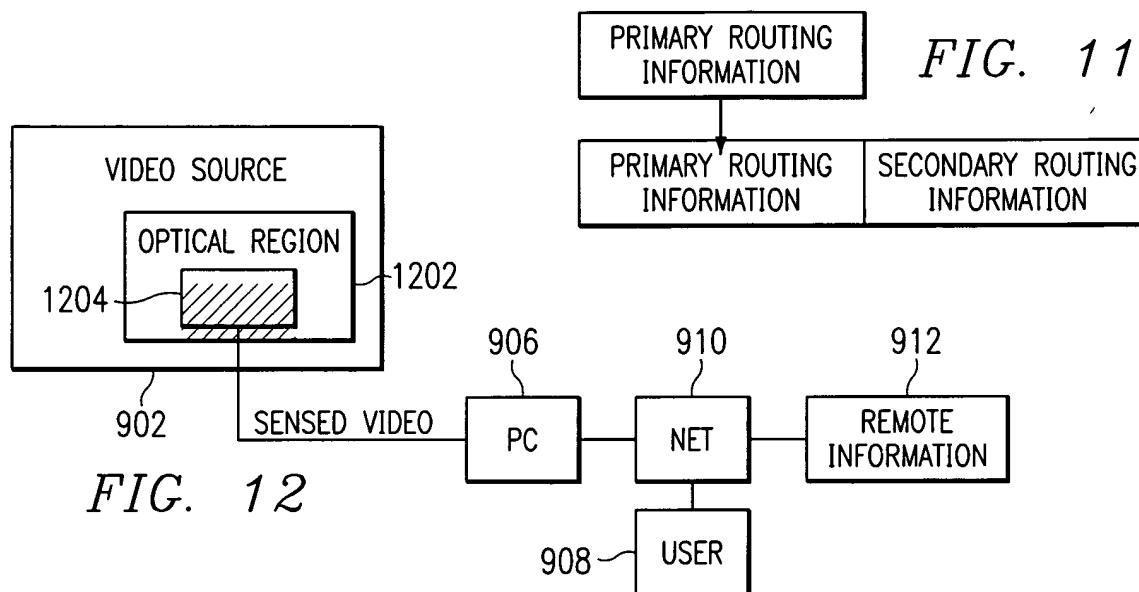
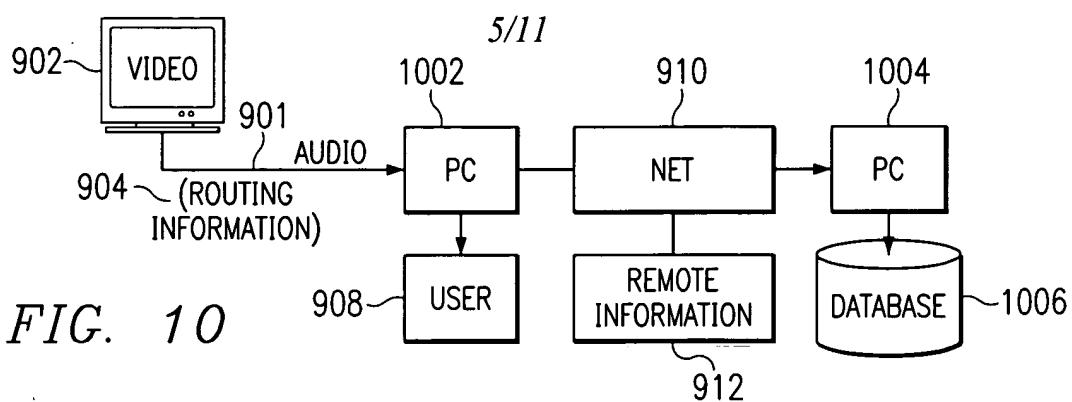


FIG. 9

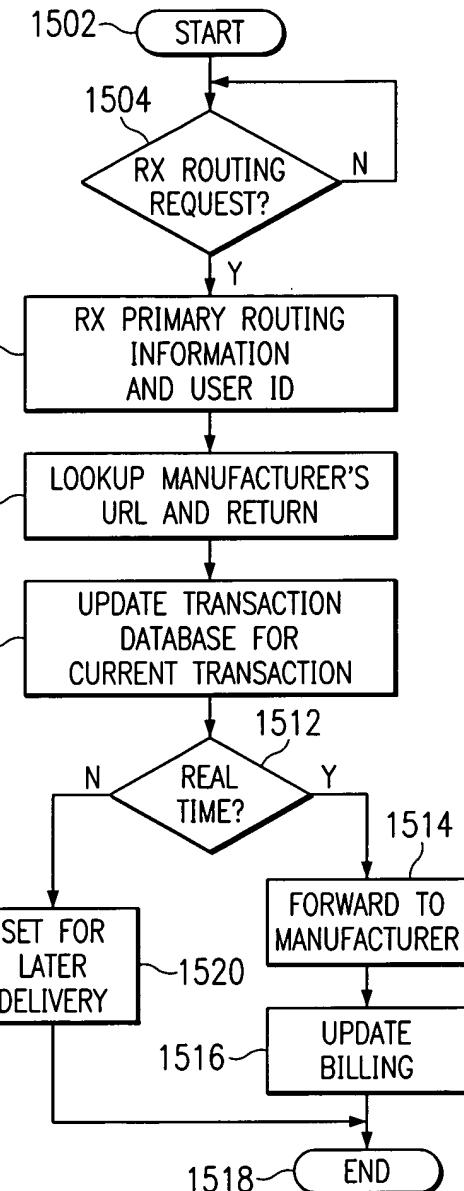
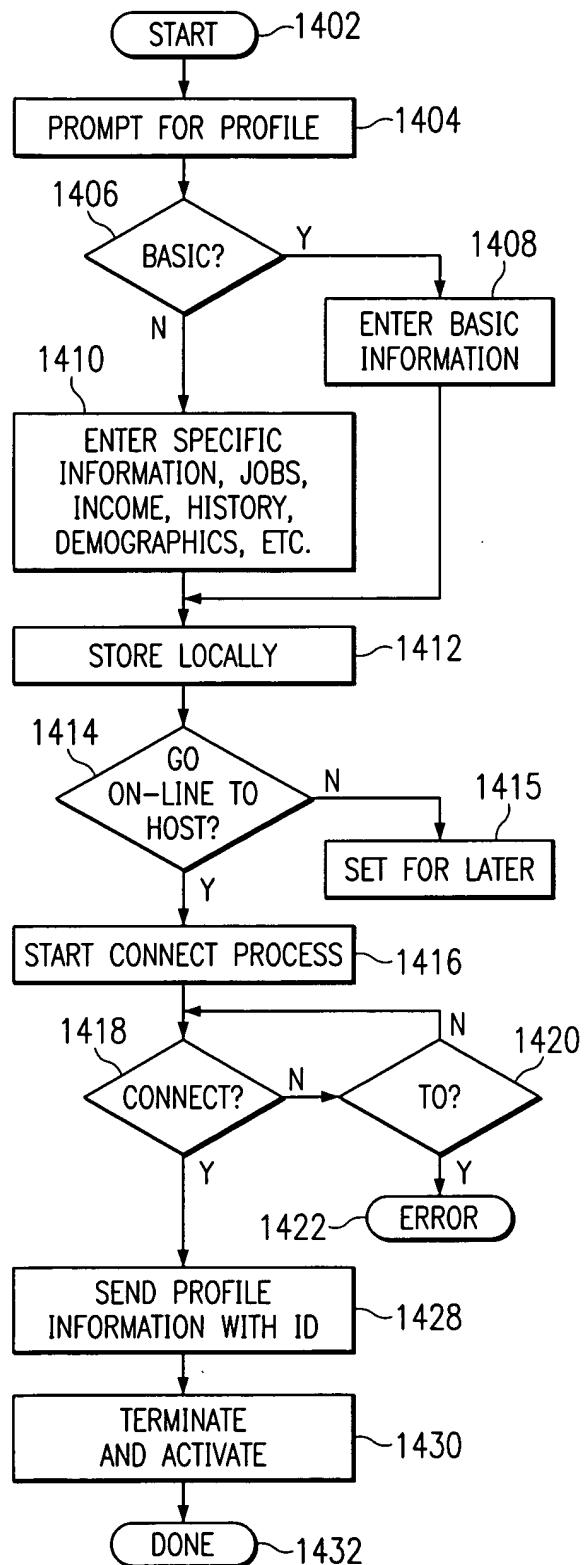


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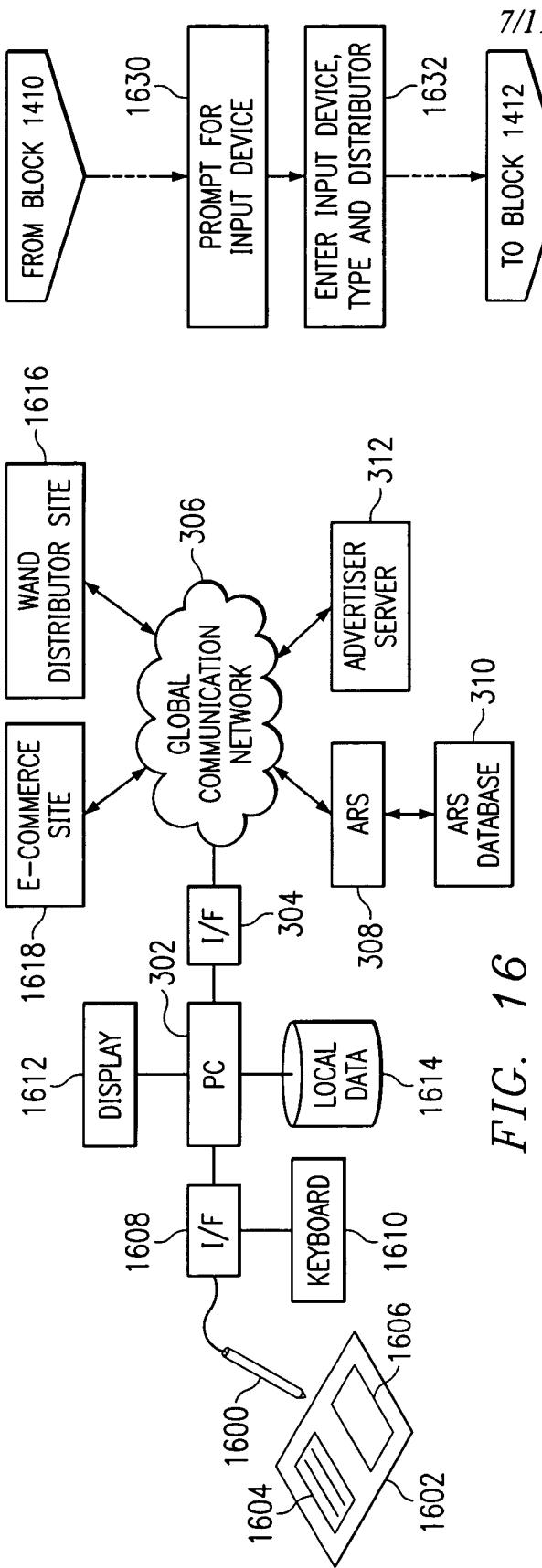


FIG. 16a

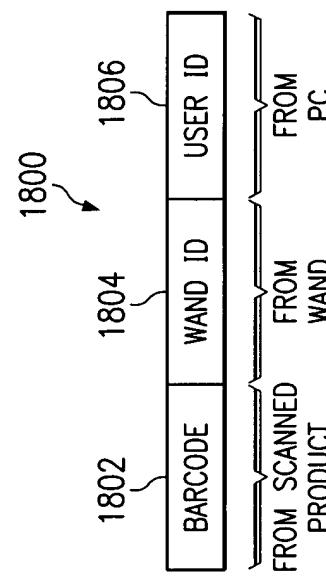


FIG. 18

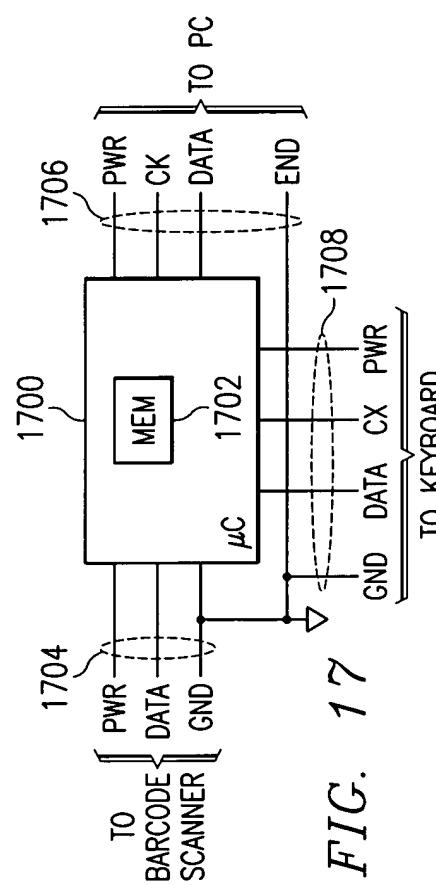


FIG. 18



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REPLACEMENT SHEET

FIG. 19

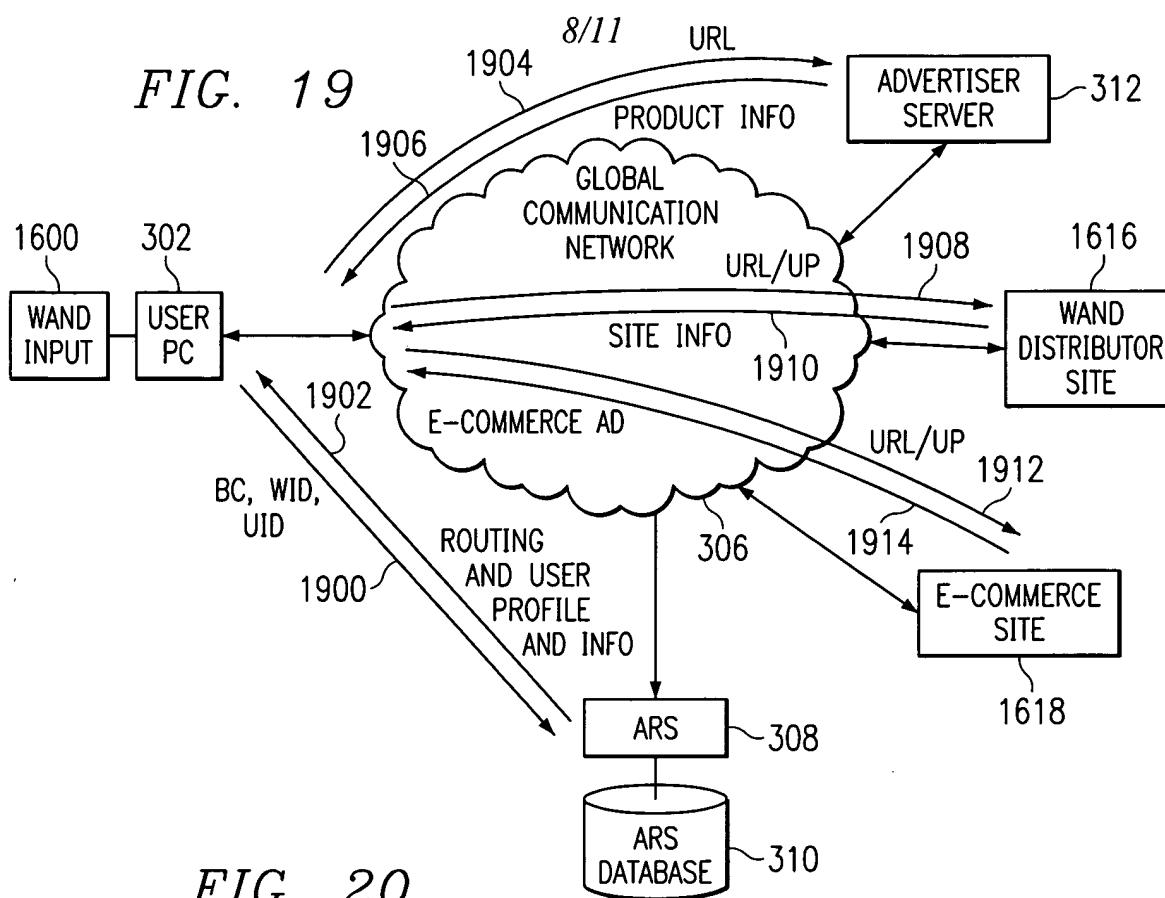


FIG. 20

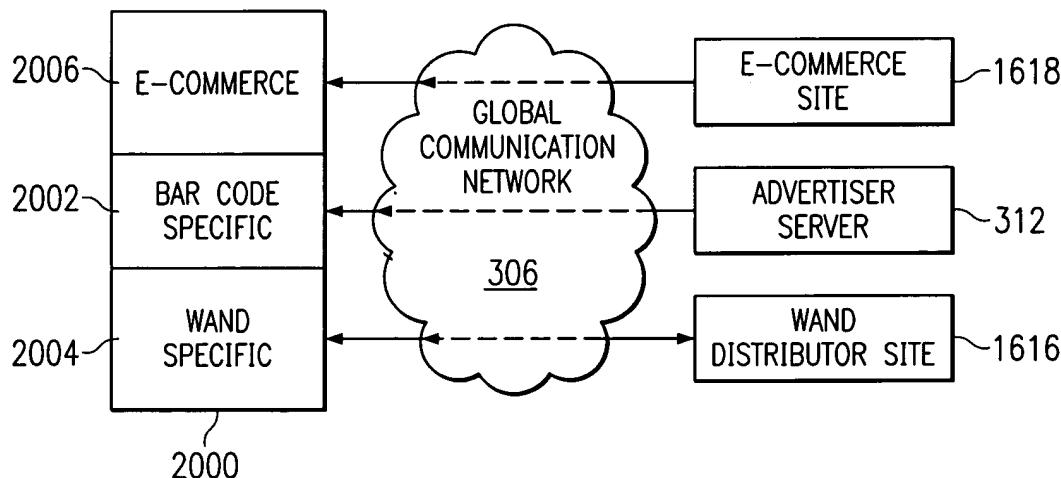
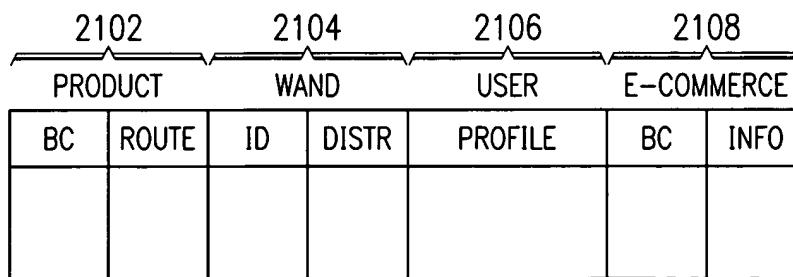
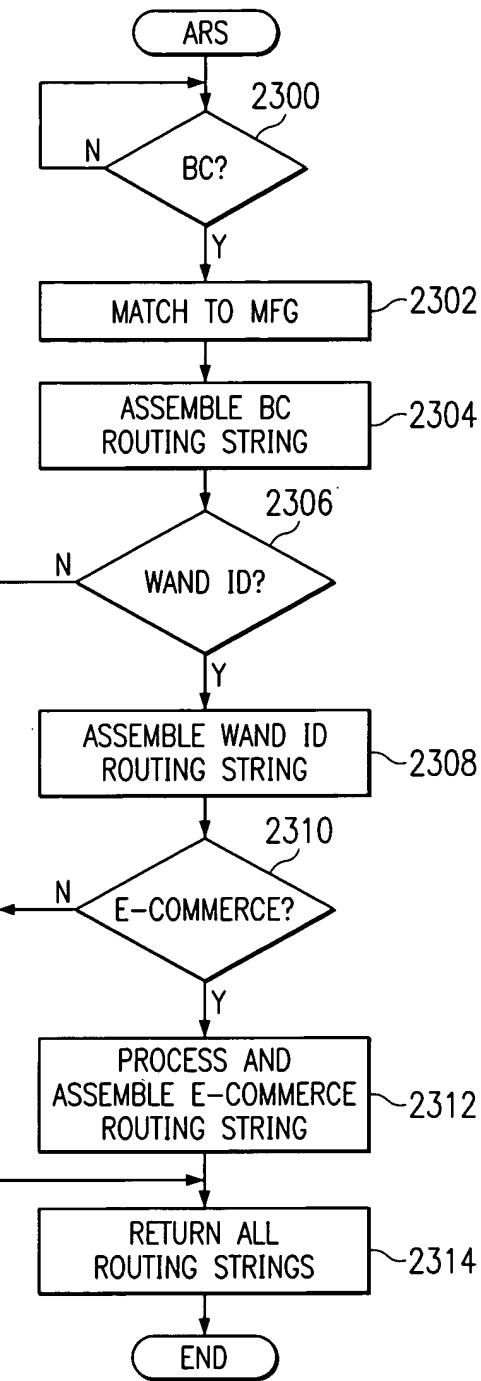
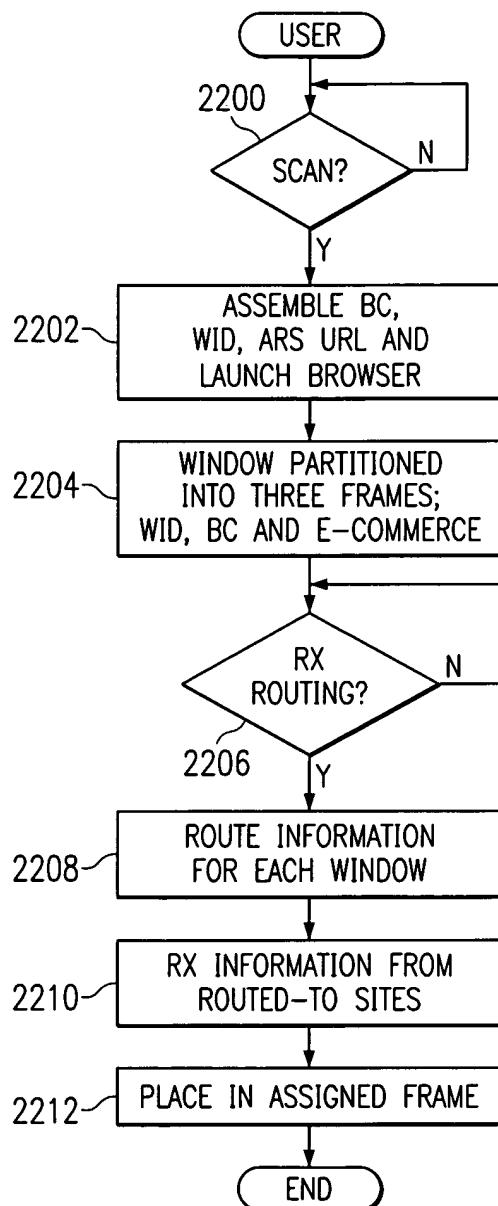


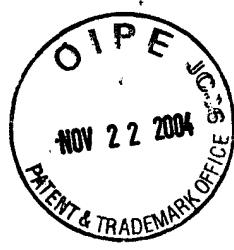
FIG. 21





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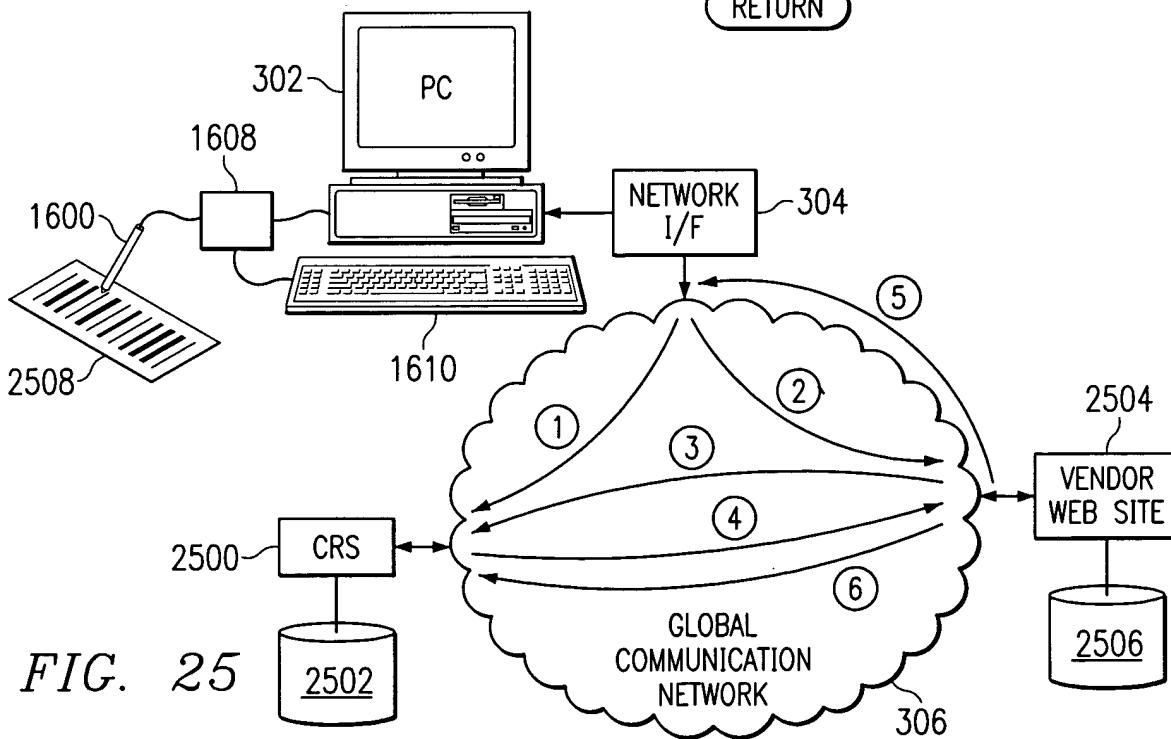
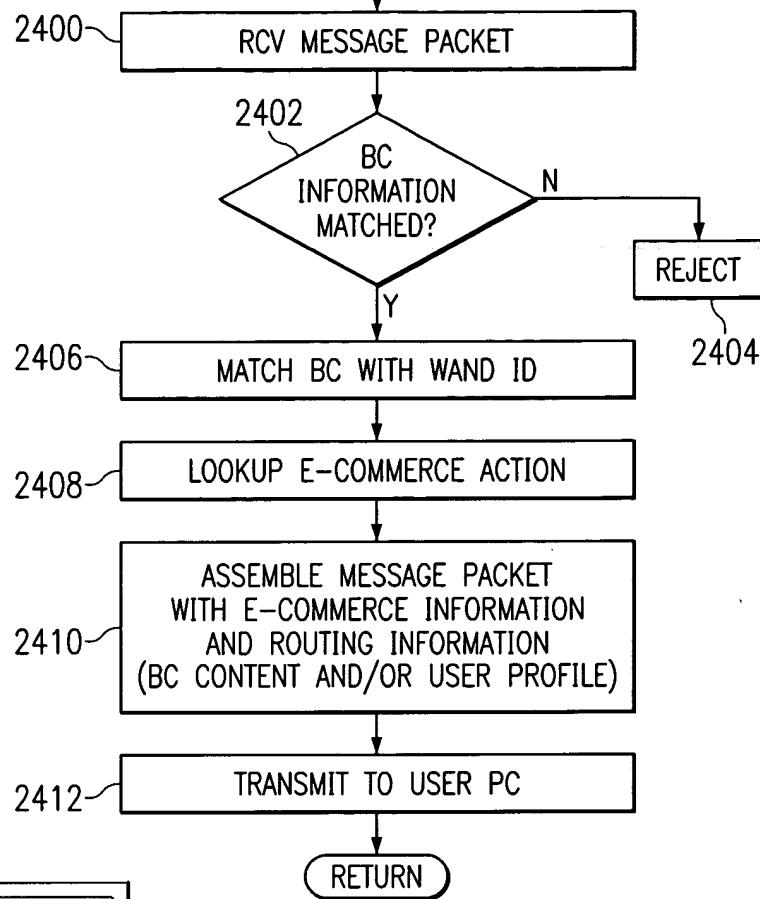


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FIG. 24



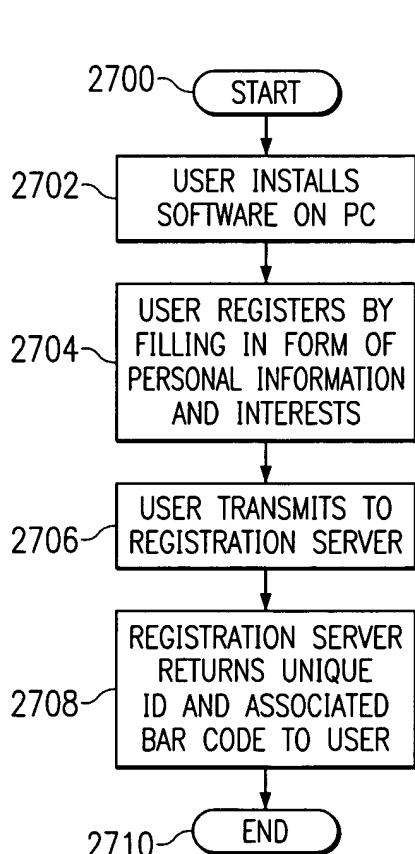
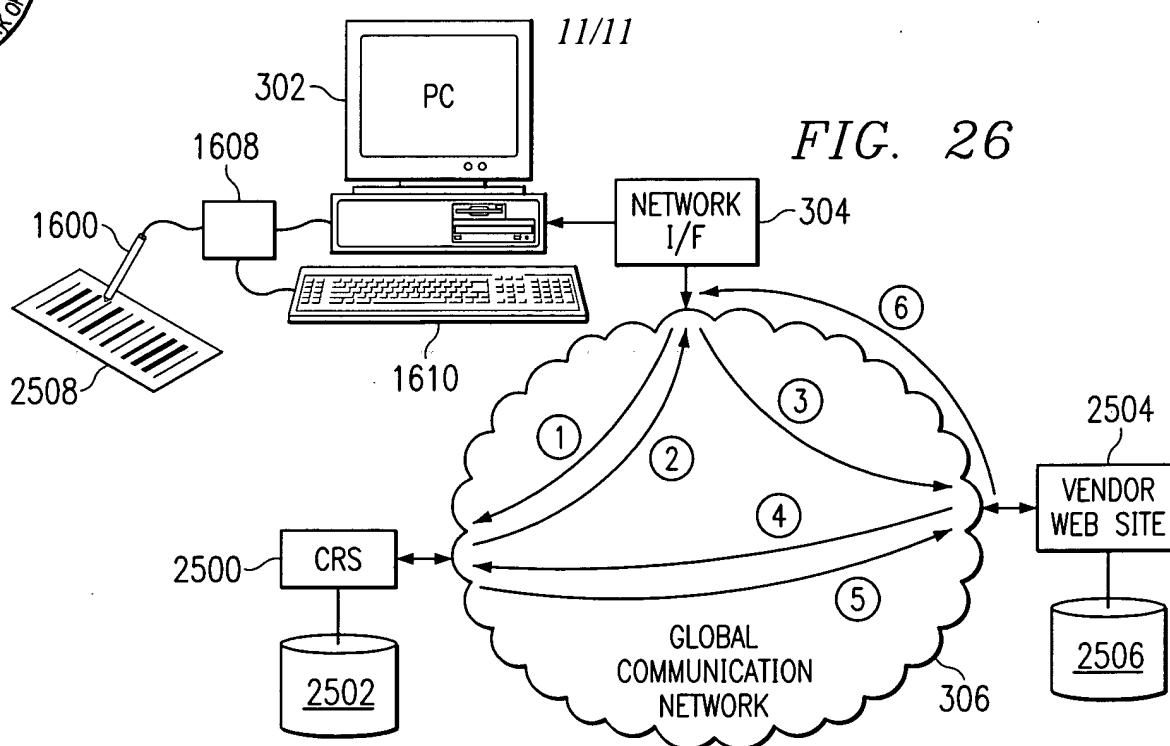


FIG. 27

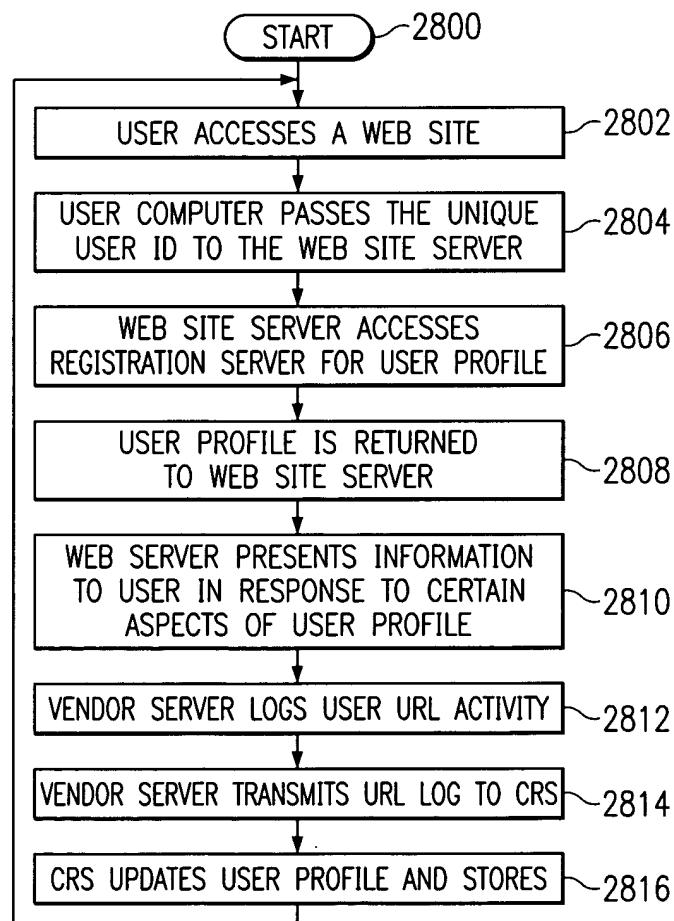


FIG. 28

